

Compendium of Abstracts

2005 Project Directors' Meeting

*Capitalizing on Success:
California's Smoke-free Vision*



*Sponsored by the
California Department
of Health Services,
Tobacco Control Section*

Compendium of Abstracts

Capitalizing on Success: California's Smoke-Free Vision



Arnold Schwarzenegger, Governor
State of California

Kim Belshé, Secretary
California Health and Human Services Agency

Sandra Shewry, Director
California Department of Health Services





Welcome

from the Tobacco Control Section

This *Compendium of Abstracts* is comprised of the abstracts presented at the 2005 Project Directors' Meeting at the Sacramento Convention Center, April 20–21, 2005. The abstracts were submitted by the California Tobacco Control Program's local project directors, staff, and evaluators. Some were presented as a part of a poster session while others were presented orally in panel presentations during the meeting.

The abstracts were organized around eight topic areas: cessation, countering-pro-tobacco influences, emerging issues in tobacco control, evaluation and surveillance, identifying health disparities, reducing secondhand smoke, youth, and other.

The California Department of Health Services' Tobacco Control Section (TCS) coordinated the selection of the abstracts. Each abstract submitted was reviewed and scored independently by both non-TCS members from the Project Directors' Meeting workgroup and TCS members from the Data Analysis and Evaluation Unit. The abstracts were scored on six criteria: utility, originality, writing quality, methodology, findings, and reviewers' overall reaction to the abstract. The scores from the three reviewers were then averaged and ranked. Oral and poster session presenters were selected based on their stated first choice of presentation preference (oral or poster) as well as the combined final reviewers' score.

The purpose of this compendium is to make the evaluation results from California's local tobacco control projects available to meeting participants as well as other interested parties. The experience of these projects and the results of their self-evaluation can be used to develop effective tobacco control interventions and design effective methods for evaluating various types of interventions in the future.

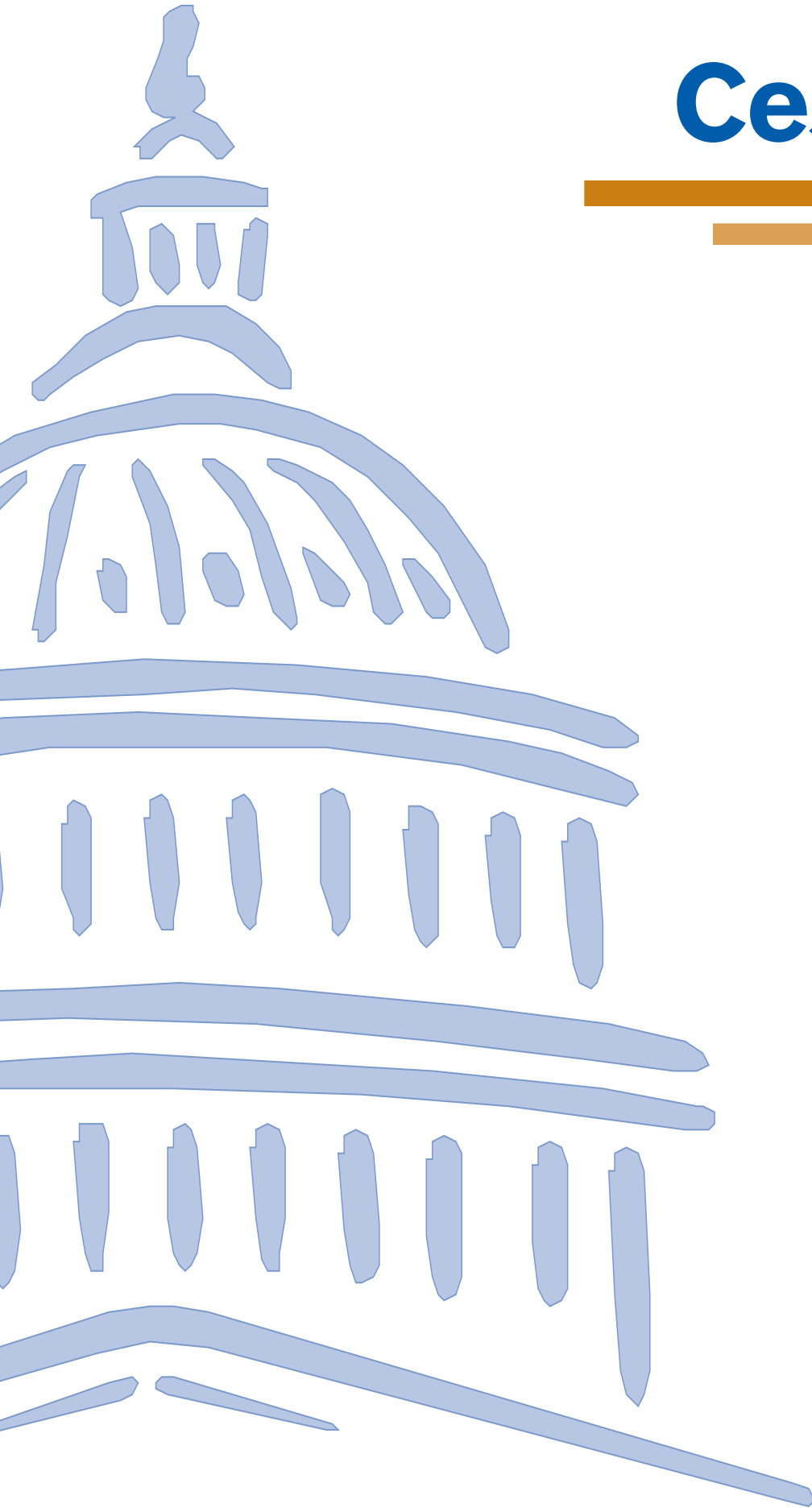
The creative interventions carried out at the local level are the foundation for the extraordinary success California has had in denormalizing tobacco use. The evaluation of local program interventions is a critical element not only to the continuing success of California's tobacco control efforts, but also for other states and the nation in their efforts to prevent the needless loss of life caused by the marketing and use of tobacco products.



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Cessation





Cessation Services Reaching Out to California's Diverse Communities

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Introduction/Objective: The Tobacco Control Section (TCS) has identified seven Priority Populations in California to target as part of its efforts to reduce illness and premature deaths attributable to tobacco. These include African American (AA); American Indian (AI); Asian American and Pacific Islander (AAPI); Hispanic/Latino (H/L); labor; lesbian, gay, bisexual, and transgender (LGBT); and low socio-economic status (low SES). One approach to reducing the prevalence of tobacco use in these populations is to promote cessation services to them. As a statewide tobacco cessation service funded by TCS, the California Smokers' Helpline (Helpline) plays a major role in this approach.

Method: Helpline data from all callers over the last five years were analyzed to determine how well represented AA, AI, H/L, AAPI, and low-SES communities were among callers to the Helpline, how they heard about the program, and what services they chose. A separate data set was analyzed to examine the representation of the LGBT community. A third project is underway to examine characteristics of members of the labor community who seek assistance from the Helpline. Results will be available for the poster session.

Results: From 1/99 to 10/04, 212,335 smokers called and requested services from the Helpline. The ethnic backgrounds of callers included 13.1% AA, 2.9% AI, 6.4% AAPI, and 15.5% H/L. Compare this to the results of the 2002 California Tobacco Survey for representation of smokers across California: 6.5% AA, 3.7% AI, 9.2% AAPI, and 15.6% H/L. No health insurance coverage or coverage by Medi-Cal was used as an indicator of low SES. By this measure, 64% of callers were low SES. The media campaign continues to be the most

effective referral source for all ethnic groups and low-SES callers. Fifty-five percent of smokers identifying as AA, AI, AAPI, and H/L requested counseling services, while 62% of low-SES callers requested counseling services. As for the LGBT community, 5.3% of callers identified as lesbian, gay, bisexual, or transgender; according to the 2001 California Health Interview Survey, LGBT smokers represent 5.1% of California smokers.

Conclusion: Many of the Priority Populations are well represented among Helpline callers. The Helpline collaborates with the Priority Population Partnerships to identify effective methods to increase awareness, access, and utilization of services and to reduce the toll that tobacco takes on these communities.

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Smoking Cessation and Tobacco Control Policy in California: Together Again after All These Years

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Marin County Tobacco Education Program

Introduction: Cessation and policy are mutually reinforcing activities for a comprehensive tobacco control program in California. In the early 1990s, the focus shifted from using Proposition (Prop) 99 funds for cessation to policy work to change (1) the environments that supported the smoking habit and (2) social norms, making it uncomfortable and unpopular to smoke. Now, 12 years later, local county health programs are facing diminishing returns on policy, fewer arenas left in which to do policy work, and a number of smokers who want and need cessation help. Dr. Scott Thomas, a

nationally known cessation expert, told the author, "Our cessation programs are far more effective now and heavily utilized because of all the policy work that was done. The time for public funding for cessation (beyond 10% token allocation of program budgets) has come." Given the effectiveness of Prop 99 initiated social norm change in tobacco control in California, cessation programs are now in much higher demand. Knowing that most of Marin County's smokers had the desire to quit but no resources, Marin County utilized the marriage between Prop 99 and MSA funds to develop a countywide innovative community based non-traditional cessation program. Dr. Sandra Meucci conducted evaluation of the program.

Objective: To evaluate the effectiveness of the program's MSA funded cessation campaign involving methods to identify and treat hard to reach tobacco use populations and to assess the relationship between Prop 99 policy based programs and MSA funded cessation programs.

Methods: The program (Bay Area Community Resources) brought cessation to the streets, to road crews, many work places, drug treatment centers, women's shelters, mental health clinics, teen clinics, community fairs, DJ youth radio events, ethnic festivals, and other places, and played "hard to get" by enticing people with lunch hour tobacco awareness sessions. If enough people expressed enough interest, the program offered a six-week cessation session (including pharmaceuticals for low income or under-insured people). Meanwhile, the community based organizations (CBOs) were approached with an offer to provide tobacco cessation training to staff with follow-up technical assistance available. The message was that staff would not have to become "cessation experts" but could become a source of support in the smoker's ongoing effort to quit smoking.

Results: Among 14 other findings, smokers said that smoke-free environments combined with availability of cessation resources helped motivate them to quit smoking. 435 smokers quit smoking during the three-year period, and there are now far more "quit friendly" community

based organizations (including substance abuse agencies) in Marin County as a result of the program.

Conclusions: Cessation can work now as an extended module of the "social norm change" approach; therefore, that should further accentuate our argument that cessation and policy change work have reached a point where they must converge. That convergence has been possible only with funding and trainings of community based organizations to increase confidence level in providing cessation counseling.

Program Evaluation Description: Follow-up phone calls made to smoking cessation clients to determine quit status and relapse rates. Informant interviews with staff and CBO directors were used to determine level of integration of cessation counseling among staff of substance abuse and many other types of agencies.

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Developing Population Specific Materials for 18-24-Year-Old Smokers

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Introduction/Objective: Tobacco use uptake among young adults age 18-24 in California is very high. The age at which regular smoking commenced increased in recent years compared to the early 1990s. In 1990, 33.2% of 22-25 year olds started regular smoking at 18 years old or older compared to 43.8% in 2002 (CTS 2003). Furthermore, according to 2001 California Health Information Survey data, 18.8% of young adults smoke, compared to 16.9% of all adults age 18 and over. With increased focus on college campus advertising

by the tobacco industry, public health groups were urged to counteract those messages. Upon further research, it was determined there was a gap in tobacco cessation related materials targeting 18–24-year-old smokers. Thus, a need for California Smokers' Helpline (CSH) materials arose to further assist tobacco control projects to promote the CSH services.

Methods: Following protocol presented in *CDCynergy*, social marketing edition, it was determined that print materials would be the best approach, particularly postcards, as they are the trend among 18–24-year-olds. Contests for a slogan and accompanying artwork were held, and approximately 30 entries were sent in, narrowed to six finalists from various parts of the state. All contestants were in the 18–24-year-old age range. Gathering information from youth agencies and educators to gauge appropriateness, technical assistance was sought, and the materials were field tested with the target audience: 18–24-year-old smokers who were offered small incentives for their opinions. Feedback from other groups was acquired, including San Diego's workgroup and CYAN retreat attendees. Additionally, tobacco control's 18–24-year-old focus partnering programs and CSH outreach staff pilot tested the materials at colleges, bars, and various community events. Although the "Thong" cards may be a bit risqué for kids, overall the finalists were favorably received, the "Skeleton" being the main standout.

Results: The winning slogan, "Ahem . . . Your Butt is Showing," was selected to accompany top three artwork finalists: #1 "Skeleton," #2 "Thong," and #3 "Ashtray." Sample cards were sent to campuses, CBOs, and Prop 99 funded agencies. Availability announcements were posted on the TCS Partners website and with CYAN. More than 3,500 were requested for various events. The Helpline has fielded requests to provide these materials in other young adult venues such as coffee houses, entertainment venues, and video and music stores, along with advertisements for alternative/entertainment magazines and college newspapers. TECC

Material Review Committee approved two of the three postcards, "Thong" and "Skeleton," for inclusion in the TECC catalog. Other uses included running the image as ads in local newspapers, making T-shirts to promote tobacco-free events, and even on television: Sony pictures requested permission to use the poster developed from the "Skeleton" artwork for the CBS series, *Joan of Arcadia*. This poster was also accepted for the TECC catalog, and 5,000 were distributed.

Conclusions: It is possible to develop messages to attract 18–24-year-old tobacco users to raise awareness and call the Helpline. By tailoring tobacco cessation advertising to the unique needs of these smokers, a valuable resource for change can be implemented.

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Utilization of the California Smokers' Helpline by Chinese, Korean, and Vietnamese Speakers

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Problem/Objective: Although California has been able to establish one of the lowest smoking prevalence rates in the nation, there are certain populations that are not sharing in this success. According to 2001 CHIS data, 15% of Asians are current smokers. This data suggests that California Asians have a lower smoking prevalence than the general California population (17%). This data, however, is misleading. When you aggregate by gender (since Asian males smoke at much higher rates than Asian females), ability to speak English, and subpopulations such as Chinese, Korean, and

Vietnamese Americans, a disturbing increase in smoking prevalence is revealed. This extrapolated data shows smoking prevalence for limited English-speaking males as 22% for Chinese, 40% for Koreans, and 36% for Vietnamese Americans.

Methods: The California Smokers' Helpline has operated Chinese (Mandarin and Cantonese), Korean, and Vietnamese language telephone lines since 1994. Over 16,500 calls have been received on these language lines. Data from these calls was studied to identify the characteristics of the callers and how they were referred.

Results: The calls were distributed as follows: 33% to the Chinese line, 41% to the Korean line, and 26% to the Vietnamese line. Sixty-four percent of callers were male, and 30% of callers were female (6% unknown). Sixty-four percent of callers identified themselves as smokers, while 35% identified as proxies (friends/family members of smokers) (1% unknown). The average age range of callers was 45. The most prominent referral source was media. Radio generated 76% percent of calls, TV 8%, and newspapers 5%. Healthcare provider and family/friends each generated 3% of calls. Due to reduced media budgets, ad placements have declined in recent years. This corresponds to the reduction in calls generated by media.

Conclusions: Chinese, Korean, and Vietnamese Americans with limited English proficiency will utilize the Helpline services when referral is linguistically and culturally appropriate. In order to identify and strengthen referral sources, other than media, the Helpline has gathered together a group of individuals to create a community advisory board (CAB) for the Asian language lines. The CAB is made up of 21 members. Representation consists of three statewide programs, two AAPI media reps, two academic researchers, one AAPI physician organization, and 13 AAPI community based organizations. This partnership between the Helpline and community experts will increase trust and awareness of Helpline services resulting in higher health care provider and family/friend

referrals to the Helpline. Subsequently, this will provide additional culturally and linguistically appropriate methods of community outreach. The CAB will also serve to strengthen Helpline services and ensure that we are meeting the needs and expectations of community members by fostering open dialogue and feedback opportunities through regular meetings and partnered campaigns. On August 24, 2004, the CAB held their first meeting. One early result is the successful implementation of a partnered campaign in the Korean community. More of these types of partnerships are planned in the future.

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Quit Kits: A Tool to Help College Students Break a Habit:

July 2001–Present

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American Lung Association of Sacramento
Emigrant Trails

Introduction/Objective: There has been an alarming increase in tobacco use among 18–24-year-olds. Smoking prevalence for young adults is the highest in 30 years. The college years (18–24 years old) are a time of transition in smoking behavior, during which some smokers attempt to quit (*Survey of College Health Center Directors 2001*). Even those college students smoking with intermittent frequency are likely to become addicted to tobacco use because lower levels of nicotine exposure may evolve later into nicotine dependence and daily smoking (*National College Survey 2000*). Tobacco industry research has discovered that the transition from the first cigarette to a pack-a-day smoking habit tends to occur in a series of stages up to the age of 25 (*American Journal of*

Public Health, 2002). Half of current college smokers have tried (unsuccessfully) to quit in the past year (*Journal of American Medical Association 1998*). The objective of this project was to develop a free self-help resource to offer to community college students in Sacramento. A Quit Kit was developed and provided not only quitting information and resources but also items that are of interest to college students such as stress balls, honey sticks, gum, and mints, all of which are presented in a water bottle.

Methods: Between February 2003 and January 2004, 165 free Quit Kits were distributed to self-identified smokers through the Student Health Offices at the three Los Rios Community College campuses. Each recipient completed an intake contact card, which permitted project staff to conduct a follow-up survey questionnaire with regards to the usefulness of the Quit Kit. The follow-up period ranged from six months to nine months from the time the recipient received the Quit Kit until they were contacted, with a mean follow-up period of 8.4 months. Project staff was able to complete 72 follow-up survey questionnaires either by phone or email, which yielded a 43.6 percent return rate. The other 93 Quit Kit recipients could not be reached for the following reasons: the recipients (1) phone numbers were disconnected or incorrect, (2) refused to respond to the survey either due to time constraints or for personal reasons, and/or (3) could not be reached after multiple attempts.

Results: Of the 72 completed survey respondents, 36.1 percent stated they were not currently using tobacco products, and 63.9 percent stated they were still using tobacco products. Essentially all of the “quit group” respondents (93.8%) stated the Quit Kits were helpful in their smoking cessation, and 87.5 percent of the respondents stated that the Quit Kits were the most effective method they used during the quitting process. Of the respondents who still used tobacco products, 85.7 percent said the Quit Kits helped them reduce the amount of cigarettes they smoke. Further analysis revealed that 42.8 percent of the respondents reduced their smoking by at least

56.4 percent, and 85.2 percent believed they could quit smoking.

Conclusion: It appears that, for this survey population, the Quit Kits were effective in motivating the recipients to start the quitting process by giving them the appropriate information, tools, and resources. College student's probability of use of the various cessation methods (e.g., cessation programs, medications) is dependent on costs, convenience, and perceived likelihood of success (addictive behaviors). Offering free resources, such as Quit Kits, to college students provides an expensive option to college projects and campus administrators.

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Non-Traditional Smoking Cessation Intervention in an Inner City Substance Abuse Treatment Center

July 2003–Ongoing

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Introduction: Project assesses the efficacy of non-traditional cessation methods in an inner-city substance abuse treatment center. Substance abusers are usually dual diagnosis patients who are not normally encouraged to quit smoking. From a historical perspective, smoking is usually the last addiction to be addressed in traditional treatment facilities. To date, formal efforts to develop tobacco cessation programs for this population are limited.

Methods: Eighty inpatients (group size ranged from 20 to 25) at an inner-city substance abuse center participated in an extensive, aggressive, and holistic smoking cessation education intervention. The major components of the 10-week intervention include adverse health consequences, economic impact of smoking, targeted marketing, and transnational issues. The basic premise of the program is that knowledge breeds personal responsibility and accountability, which in turn results in proactive health behaviors. Therefore, addicts who are uninformed about tobacco usage issues are not wholly aware of their responsibility for personal health promotion; however, when they gain knowledge of these issues and recognize their addiction, they are fully responsible for acting on that knowledge.

At the beginning of each session, a class participant leads an exercise routine. The four-week curriculum that emphasizes the health hazards of smoking is followed by a six-week curriculum that pertains to the economics of smoking, transnational issues, and target marketing. Some interactive activities include debates, panel discussions, art exhibits, and the writing of advertisements related to smoking cessation, in addition to participation in World No Tobacco Day as well as the Great American Smokeout. Within the context of the course, participants pose questions and issues to the facilitator. In response, the facilitator researches these questions and issues. The research is then incorporated into materials for a future session. Patients are encouraged to use the method of “smoking reduction” as they become more knowledgeable about the impact of smoking on themselves and others. Participants also evaluate the content of the cessation course, the materials presented, and the facilitator.

Results: As a result of the knowledge gained, patients are able to effectively discuss and debate their smoking triggers and self-help quitting strategies. The responsible use of knowledge is a basic premise of the 12-step substance abuse program that is used at this treatment facility. The traditional end result is the

statement that “I am X number of months or years clean.” Through this holistic and innovative program, they are cautioned that they are not totally drug free or “clean” until they are also tobacco free. During this 10-week intervention, participants demonstrated increased personal efficacy as they have moved from the precontemplation stage to the action stage of change. To date, we have a 40% quit rate and 50% smoking reduction rate.

Conclusion: The clinical and research implications of the intervention remain under investigation. Follow-up once the patient completes the program or leaves the program voluntarily before completion is difficult unless the patient maintains outpatient status that entails a commitment to returning to the facility twice per week for aftercare and support.

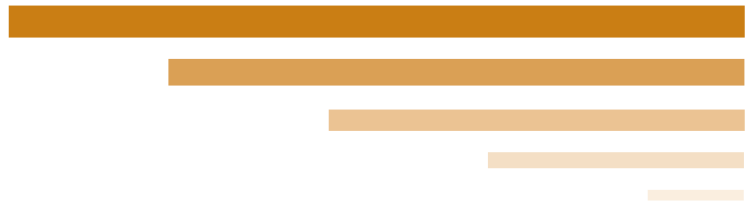
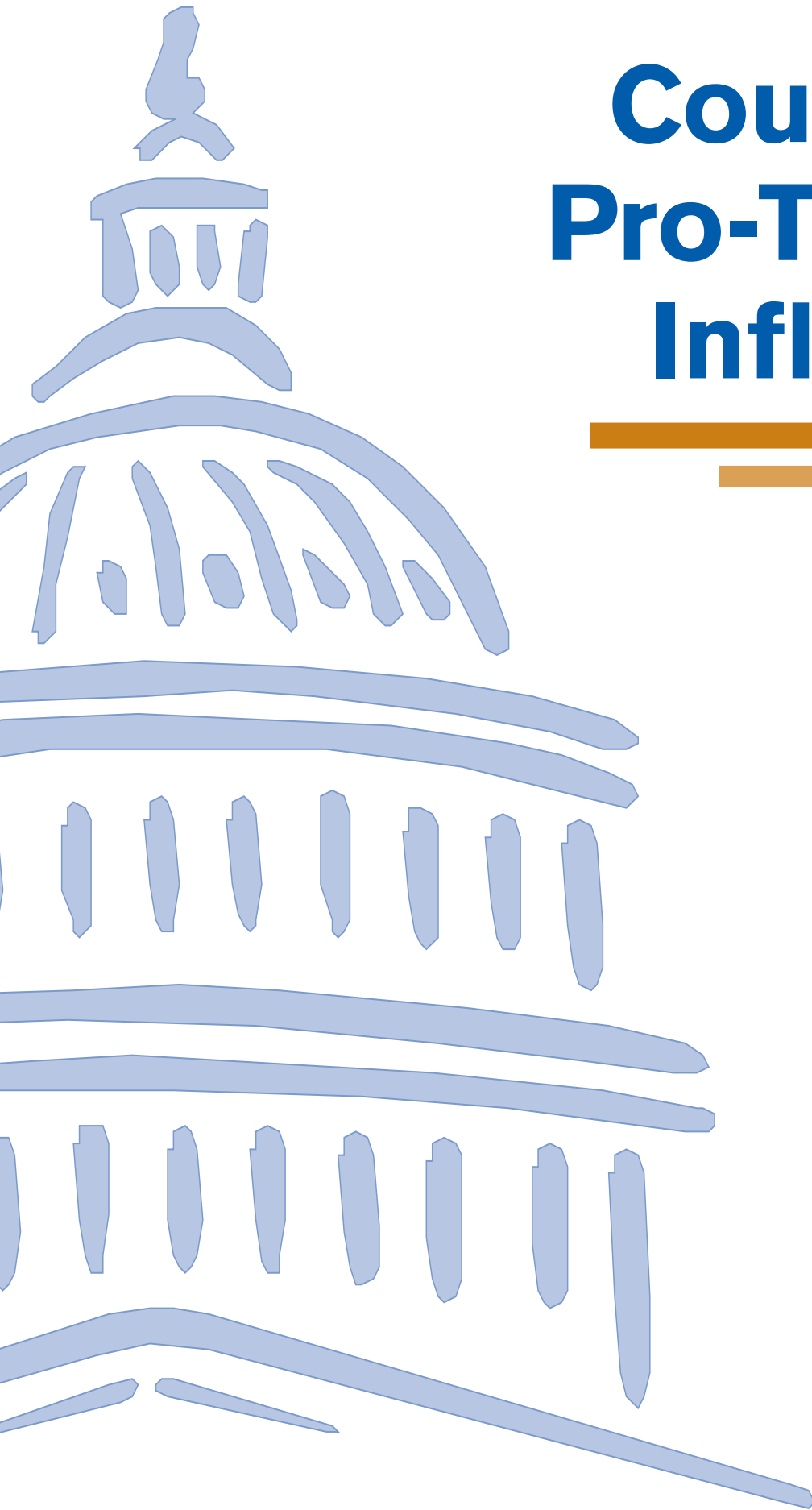
Program Evaluation Description:

The non-experimental outcome evaluation design utilizes multiple measurement strategies. Data collection time points include intake, midpoint (five weeks), and discharge (10 weeks). Data collected includes attitude assessment, smoking behaviors, and course feedback.

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Countering Pro-Tobacco Influences





Countering Pro-Tobacco Influences

Partnering with Bars to Help College Students Stay Tobacco Free

July 2001–December 2004

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Introduction/Objective: College students (18–24 years) are the fastest group of tobacco users in the country and are heavily targeted by the industry in college bars. This program's objective is to increase the number of college bars that sign a policy to refuse tobacco industry sponsorship.

Methods: An observational study of Chico's 17 stand-alone bars indicated that approximately 18% participated in U.S. Smokeless Tobacco's "bar night" program. A telephone survey of the same stand-alone bars indicated that most (65%) had not yet been approached by the tobacco industry but would allow them to host a bar night, if approached. Staff and college student advocates conducted a community organizing and inoculation campaign with letters, telephone and personal visits, petitions, letters to the editor, etc., that targeted Chico's bar owners. The campaign also offered a program-sponsored "bar night," which included free promotional items and cessation resources for patrons and paid media promotion for bars in exchange for a signed policy refusing tobacco industry sponsorship.

Results: Seventy-one percent of Chico's college stand-alone bars have signed the suggested policy not to allow tobacco industry sponsorship in the bar. Note: One bar that did not sign a policy has closed.

Conclusions: Numerous studies show that the tobacco industry has been targeting the college-age student (18–24 years) for at least 20 years. Because bar and nightclub promotions are not regulated by the 1998 Master Settlement Agreement, the college population is at great risk to become tobacco users. Bars and nightclub managers are not ignorant of health and/or exploitation issues and may be

persuaded to prohibit a tobacco industry presence in their bars.

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Countering Pro-Tobacco Advertising That Misrepresents American Indians

July 1, 2004–June 30, 2007

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Liz Lara O'Rourke
United Indian Health Services

Kathleen Jack
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Introduction/ Objective: Attendees will learn how to use the *Countering the Misuse of American Indian Images (CMAII) Advocacy Guide* to implement a countering pro-tobacco advertising advocacy campaign. Participants will be taught the fundamentals of initiating and maintaining a cooperative professional relationship with American Indian communities, tribal governments, and tribal health programs (THP).

Tobacco companies use images of American Indian (AI) icons to convince potential customers that their products are healthy and natural. They target American Indians who use these commercial tobacco products in place of traditional tobacco in prayers and offerings. This practice misleads consumers, encourages stereotyping, and violates Native culture and traditions.



Countering Pro-Tobacco Influences

Method: The *CMAII Advocacy Guide* is a comprehensive model for surveying local communities in countering pro-tobacco advertising and creating awareness of the problem. American Indian Tobacco Education Partnership's (AITEP) advocacy program is supported by tribal governments, tribal health programs, and the California Department of Health Services. A survey documented over 400 observations of merchants selling tobacco products. The feedback provided types of businesses selling and displaying these products, what products were sold, and identifying offensive displays. Merchant interviews identified the most effective educational messages. An advocacy campaign was developed along with media campaigns addressing potential consumers. AITEP has maintained a long-standing educational campaign of traditional use of ceremonial tobacco, which discourages the use of commercial tobacco products.

Results: Educational campaigns are likely to be effective at convenience stores and *bodegas*. One particularly offensive chain of tobacconists, "Cigarettes Cheaper," sells house brands of tobacco featuring American Indian images exclusively and has been resistant to educational strategies.

Conclusion: Educational advocacy is most effective with small family-operated merchants who sell many different products. National chains with hierarchical decision-making structures and merchants who willingly support stereotypes will not change their marketing strategies without a national-level campaign.

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Protect Our Streets from Tobacco Industry Infiltration

July 2001–June 2005

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RIDE Project

Introduction/Objective: The recent successful Hollywood film, *The Fast and the Furious*, and its sequel, *Too Fast and Too Furious*, as well as the MTV special, *Pimp My Ride*, reflect recent interest in the import car scene. This development can be observed also in the explosion of autobody shops, magazines, and car shows, and in media interest from local to national news. The primary component of RIDE's media strategy is embedding the tobacco-free campaign messages in this burgeoning popular culture of the import scene. Because the RIDE project is countering big tobacco influences in a very popular underground culture of Asian import car racing and customizing, it is important to bring innovative media campaigns that directly speak to our young audiences to capture their attention.

Methods: RIDE's strategy has been to incorporate the needs and demands of Asian American import tuners as much as possible through RIDE's active volunteer crew. After surveying 1,000 young import tuners at cultural events and import car events, RIDE's volunteer crew (a group of young import car enthusiasts) and a media consultant focus-tested and developed all media contents for RIDE. For example, not only did RIDE volunteers write and play in RIDE's television public service announcements, they also helped identify appropriate media outlets for RIDE public service announcements. Immediately following the release of RIDE's PSA, more than 130 new volunteers came on board.

Results: One of RIDE's main objectives is countering tobacco sponsorship money and advertisement in popular culture. The project successfully translated this objective into various (media) campaigns such as "Message to tobacco industry—no parking on our streets" and



Countering Pro-Tobacco Influences

"Tobacco money is dirty money." RIDE further embarked on the "Profiled" media campaign, which responded to focus-group results revealing frustration with social profiling, and linked this experience with tobacco industry's more insidious profiling of Asian and youth communities. Immediately following the release of the RIDE's PSA, more than 130 new volunteers joined.

Conclusions: Combined with the messages of Asian American empowerment and the car culture's vulnerability to the tobacco industry, the RIDE media campaign has positioned tobacco control efforts as a move to protect communities defined both by race and by a passion for cars.

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Tobacco's Trick, Are You Being Played? Strategies for Countering Tobacco Industry Marketing to 18-24-Year-Olds

July 2001–June 2005

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Introduction/Objective: In California, tobacco-sponsored bar nights have proliferated. These events link smoking with the nightlife enjoyed by many young adults. Despite restrictions on smoking in bars and clubs, these events are heavily advertised in weekly entertainment newspapers in large cities. Although bar nights had not come to Monterey County in early 2001 when "Tobacco's Trick, Are You Being Played?" was conceived, we believed Monterey County was ripe for infiltration by the tobacco industry. Many bars and coffee houses added or expanded their outdoor areas as a result of California's smoke-free workplace law. None of the cities in Monterey County have ordinances

prohibiting smoking in these outdoor areas, so smoking is allowed except in a few coffee houses who have taken it upon themselves to prohibit smoking in their business. "Tobacco's Trick" addressed the issue of secondhand smoke in outdoor areas by asking bars and coffee houses popular with young adults to sign a voluntary policy prohibiting outdoor smoking.

Methods: "Tobacco's Trick, Are You Being Played?" was designed to counter tobacco industry marketing to young adults in Monterey County and to reduce exposure to secondhand smoke by increasing the number of bars and coffee houses with smoke-free outdoor areas. Both of these objectives were to be met with voluntary policy adoption. Activities to counter tobacco industry marketing included anti-tobacco bar events and the use of "cool hunting" to market to 18–24 year olds. A "Bag of Tricks" is being created as a toolkit other projects can implement in their community. Development of the Bag of Tricks and evaluation thus far will be covered. Follow up email to market to participants of the anti-tobacco bar events has been successful in establishing a base of support for activities at the county level.

Results: Evaluation thus far has shown that the voluntary policy adoption has been effective. The anti-tobacco bar events have been very successful with a total of eight held to date. A formula for holding these events has been created.

Conclusions: Case study results of the community education efforts; evaluation tools for anti-tobacco bar events and results of policy adoption in countering pro-tobacco influences will be presented.

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Emerging Issues in Tobacco Control





Emerging Issues in Tobacco Control

Tobacco Retailer Licensing Policy Implementation: Beyond the Theory, Into the Realities

Spring 2001–Fall 2004

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Public Health Department

Introduction/Objective: This case study provides insight into the realities of implementing local tobacco retailer licensing policies by highlighting the experiences of three distinct communities. The purpose of the study is to shed light on the emerging field of tobacco retailer licensing (TRL) laws and assist in the practical application of such policies. At least a dozen California communities have TRL laws in effect though many are not yet actively being enforced. Further, an additional 25 other communities plan to enact such policies in coming years. Little to no data on or analysis of the topic of effective implementation of these policies exists. This case study provides a template for understanding the practical considerations that are required to create viable licensing laws that can lead to reducing illegal tobacco sales to minors.

Methods: Three jurisdictions have taken the lead in enforcing local TRL ordinances: the City of Los Angeles (LA) and the counties of Contra Costa and Santa Barbara. The enforcement agents responsible for the implementation of these laws have been the LA City Attorney's Office and the tobacco prevention programs of the counties' public health departments. Compilation of the data to be used for this presentation was the result of comparing and contrasting methods for administration and enforcement of the local laws in the above-listed communities. Changes in the language and mechanisms inherent in each law were taken into effect and a template of planning concepts and procedural recommendations was established.

Results: Three critical components of any successful tobacco retailer policy have been identified and delineated:

- 1) analysis of legal and enforcement procedures
- 2) delineation of the appeals process
- 3) data collection and management

These elements are further detailed in an outline that provides a step-by-step checklist of factors that must be analyzed for localities to enact meaningful laws in this arena. This checklist and brief corresponding examples from practical local experience will be shared.

Conclusions: Tobacco retailer licensing laws have been viewed as a practical means of increasing accountability for tobacco sales to minors and correspondingly reducing these sales. To demonstrate these results, such policies must have well thought out strategies for enforcement and must be practical and sustainable. Evidence from the early work in enforcing these laws demonstrates that the realities of implementation are more cumbersome than originally anticipated and must be taken into consideration before recommending policy adoption. The information contained in this case study provides insight and direction that could shape future policy development and implementation.

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Emerging Issues in Tobacco Control

Moving California's Tobacco Education Media Campaign to the Next Level: Overcoming Public Apathy

Colleen Stevens, MSW

Edie Ernst, BA

CDHS Tobacco Control Section

Introduction/Objectives: Since the establishment of California's comprehensive tobacco control program, the state's Tobacco Education Media Campaign (TEMC) has contributed to California's success in changing the social acceptance of tobacco use. However, qualitative research in 2003 indicates that Californians may be growing complacent toward tobacco use and exposure to secondhand smoke (SHS). There appears to be a general assumption that because smoking is restricted in California and fewer people smoke, tobacco use is no longer an issue. The TEMC sought to gain an in-depth understanding of Californians' current attitudes about smoking, SHS, and the tobacco industry, as well as identify strong, opinion-shifting advertising and public relations messages that break through apathy.

Methods: The TEMC conducted qualitative research in September 2004 to determine the most compelling and effective SHS, counter pro-tobacco industry, and cessation messages. A total of five focus groups were conducted in Sacramento, San Francisco, and Los Angeles, consisting of five–eight participants per group, age 25–40 (one female non-smoker group, one male smoker group, two male/female smoker groups, one male/female non-smoker group). The groups were selected to represent a mix of gender, socioeconomic levels, and ethnicities. The smoker groups also included light and social smokers.

Results: Research results showed that the vast majority of respondents overestimated their knowledge about tobacco use and SHS and misunderstood key issues. Many underestimated tobacco addiction (e.g., likened nicotine addiction to caffeine or "addiction" to chocolate), were unaware of the deadly ingredients in cigarettes and SHS, and,

non-smokers especially, didn't see tobacco's death toll as being tangible or relevant to them. The majority believed that smoking was a smoker's choice, and although the tobacco industry is bad, it is no worse than any other unscrupulous business.

Conclusions: These misconceptions about tobacco use and addiction appear to contribute to a general apathetic attitude displayed by the majority of the respondents. The research indicates the TEMC would benefit from developing new advertising and public relations messages that re-address some of the messages from the media campaign's earlier years (e.g., re-educating people about the toxic and deadly chemical ingredients in cigarettes and SHS), discrediting the tobacco industry's "smoker's right to choose" mantra to show that it is the tobacco industry's choice to formulate and manipulate its products to be toxic and addictive, and to personalize the disease and death toll of tobacco use to make it relevant to all Californians.

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Evaluation and Surveillance





Evaluation and Surveillance

Not for Sale: Youth Popular Culture in the Fight Against Big Tobacco

July 2001–June 2005

K. Wayne Yang, PhD
Stella Jun, BA
Ride Project
Oakland, CA

Introduction/Objective: Tobacco is infiltrating “the import scene,” a cultural phenomenon of showcasing Japanese import cars among Asian American youth and young adults. Blockbuster movies such as *The Fast and The Furious* capture the scene's popularity. Attendance at a single import car show tops 10,000, providing a prime opportunity for tobacco advertising. This population shows signs of a future smoking epidemic: smoking has risen 32% among 18–24-year-old men in California; furthermore, Asian Americans had the largest increase for teens of any ethnic group.

Methods: Despite a limited budget, the Ride Project combines several strategies to reach a California-wide population:

- 1) training a network of volunteers
- 2) culturally relevant ads in magazines, radio, and television
- 3) evaluation as an empowerment tool; collecting 3,400 surveys in a three-year longitudinal study
- 4) harm reduction focus, measuring impact on specific smoking activities relative to statewide trends.

Results: With only one full-time staffperson, Ride recruited over 100 volunteers across five states, with help from our award-winning media campaigns. Volunteers present at car shows, colleges, high schools, and middle schools totaling nearly 50 events per year. Ride is represented by five smoke-free import car crews and is supported by businesses and car shows. Preliminary data indicate zero growth in smoking among 18–24-year-old males reached by Ride, as well as decreases in daily smoking. By comparison, smoking increased 32% among this population in California, which has been attributed to daily, not some days, smoking.

Conclusions: Popular culture can be a powerful asset not only in countering tobacco media campaigns but also in recruiting leaders and building capacity in vulnerable communities.

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Running a Comprehensive Tobacco Policy Project on \$40,000 a Year

July 2001–June 2004

Marla L. Blagg, DC
Alameda County
Health Care Services Agency

Introduction/Objective: Getting more bang for your buck: how to get over 50 agencies and their staff to become lifetime tobacco prevention educators and advocates. The presentation will focus on the program and process evaluation of a comprehensive tobacco control project based on policy development, adoption, implementation, monitoring, compliance, and evaluation of the project, including analysis and measuring sustainability.

Methods: The tobacco control program developed four comprehensive policies for agencies to adopt when they received funding from local tobacco tax funds. These policies included providing tobacco education and prevention services, institutionalizing smoke-free policies, promoting and/or providing cessation services, and adoption of a sponsorship policy to reduce the pro-tobacco philanthropic influence in the non-profit industry.

Results: The program has been operational for three years. The first year was the development and implementation of policies and protocols, the second year was formalizing the policies, and the third year was compliance and evaluation. The program was funded at \$40,000 annually. In the three years, over 50 community based agencies, public agencies, and



Evaluation and Surveillance

non-governmental organizations have become 100% compliant with adoption of the comprehensive policies which are sustainable and relatively free of cost. As a form of recognition, agencies received a letter of commendation from the California State Office of the Attorney General.

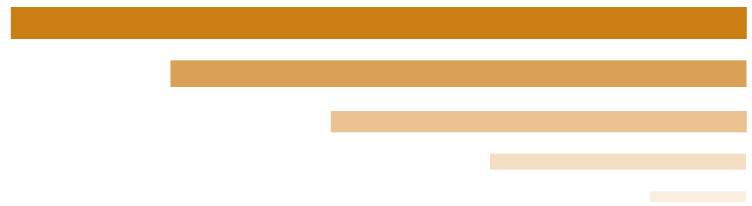
Conclusions: This is a very cost effective way of establishing new agencies to provide tobacco education, prevention, and cessation services within their agencies and to their clients or patients. Agencies are also responsible for training of staff and including the policy in personnel handbooks and/or manuals. The program raised awareness to these agencies that their funds are directly received from the purchase of cigarettes, and, therefore, ethically, they should bear some responsibility in decreasing the tobacco-related burden on their employees, clients, and/or patrons.

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Identifying Health Disparities





Identifying Health Disparities

The Community Action Model: A Community Driven Model to Address Disparities in Health

July 2001–June 2004

Alyonik Hrushow, MPH

Susana Hennessey-Lavery, MPH

Mele Lau Smith, MPH

San Francisco Tobacco Free Project

Melinda Moore, MPA

MK Associates

Introduction/Objective: The Community Action Model (CAM) is a five-step, community driven process based on the theory of Paulo Freire. Its goal is to provide communities with a framework to acquire the skills and resources to investigate their community's health and plan, implement, and evaluate actions/policies to improve it. The CAM addresses tobacco related health disparities by integrating an analysis of underlying social, economic, and environmental forces that create social inequities, including (1) the tobacco industry and links to inequities in housing and corporate food production and (2) elements of the corporate-led global economy such as privatization, deregulation, and free trade.

Methods: Community based organizations are funded to implement the following five steps with extensive training and technical assistance provided by Tobacco Free Project health educators: 1) skill based trainings, where advocates choose an area of focus; 2) action research, where advocates define, design, and do a Community Diagnosis (action research); 3) analysis, where advocates analyze the results of the diagnosis and prepare findings; 4) organizing, where advocates select, plan, and implement an "action" for environmental change and educational "activities" to support it; and 5) implementation, where advocates ensure that the policy outcome is enforced and maintained.

Results: During 1995–2004, 37 projects were funded to implement the CCB process, with 29 (78%) completing the five steps with an action outcome. Examples of actions include the

adoption of smoke-free housing policies at multi-unit housing complexes, creation of a Good Neighbor incentive program for retailers to reduce tobacco ads while increasing healthy foods, and a college campus ban on tobacco sales. Evaluation has focused on process outcomes. Many challenges led to changes in the implementation of the CAM. Some of the challenges included a norm of categorical funding sources focusing on individual behavior change, lack of infrastructure and resources among CBOs, and funding restrictions that run counter to community driven initiatives. Seven case studies have documented project-specific challenges and lessons learned.

Conclusions: A more uniform evaluation design based on specific indicators would provide more valuable information for evaluation of the CAM. Subsequently, a new evaluation scheme has been developed to evaluate the model based on the following three goals: 1) increase in the number of policies that limit the influence of the tobacco industry and/or reduce exposure to second hand smoke, 2) increase in the capacities of individuals and organizations to advocate for tobacco related policy changes, and 3) increase the capacity of individuals and organizations to integrate an analysis of the global economic structure into their local public health work.

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Identifying Health Disparities

California Korean American Tobacco Use Survey: Findings and Implications

2003–2004

Moon S. Chen, Jr., MPH, PhD

Stephen McCurdy

University of California, Davis

Kathleen Carr

Strategic Research Group, Inc.

Hao Tang

Jessica Schumacher

California Department of Health Services

Introduction/Objective: To share highlights of a statewide telephone survey to identify cigarette smoking prevalence rates of California's Korean American adults and characteristics associated with their histories of tobacco use, acculturation, and media viewing habits.

Methods: Adaptation of instrument items previously used in other surveys; sample of 2545 respondents selected on a weight-basis to accommodate inclusion of geographic and generational factors prescribed by TCS; use of computer-assisted telephone interviewing by interviewers who spoke Cantonese, English, Fukinese, Mandarin, Shanghainese, Taiwanese, or Toyshanese.

Results:

- 27.9% of Korean American men and 4.3% of Korean American women self-reported to be smokers; approximately 20.5% of men and 3.5% of women were former smokers.
- Unlike Chinese Americans, the smoking prevalence rates for second and subsequent generations of Korean Americans were higher for both men (31.4%) and women (13.6%) than first generation men (27.6%) and women (3.3%).
- Smoking rates are higher among assimilated, English language preference Korean Americans than traditional, Korean language preference respondents.
- Regression results have predicted former smoking status and current smoking status.
- Acculturation and smoking status for exposure to American media are statistically significant ($p < 0.0001$).

Conclusions: The Korean American adult smoking prevalence rates are higher than Californians at large and represent interesting trends that need further exploration.

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California Chinese American Tobacco Use Survey: Findings and Implications

2003–2004

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Kathleen Carr

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Hao Tang

Jessica Schumacher

California Department of Health Services

Introduction/Objective: To share highlights of a statewide telephone survey to identify cigarette smoking prevalence rates of California's Chinese American adults and characteristics associated with their histories of tobacco use, acculturation, and media viewing habits.

Methods: Adaptation of instrument items previously used in other surveys; sample of 2117 respondents selected on a weight-basis to accommodate inclusion of geographic and generational factors prescribed by TCS; use of computer-assisted telephone interviewing by interviewers who spoke Cantonese, English, Fukinese, Mandarin, Shanghainese, Taiwanese, or Toyshanese.

Results:

- 14% of Chinese American men and 2% of Chinese American women self-reported to be smokers; approximately 20.5% of men and 3.5% of women were former smokers.



Identifying Health Disparities

- No significant differences by generation, however, first generation men were more likely to be smokers than subsequent generations, but subsequent generations of women were more likely to be smokers than first generation. Assimilation influences Chinese American men toward not smoking but has the opposite influence on Chinese American women.
- Sixty percent of current smokers have tried to quit; 63% want to quit, but 37% say they never intend to quit. Assimilation and spending a higher proportion of life in the U.S. is associated with wanting to quit.
- Smokers tend to live with other smokers.
- A greater percentage of respondents (61.4%) reported smoking prohibitions in the home than California residents who responded to the 2002 California Tobacco Survey.

Conclusions: Assimilation as measured by English language fluency and a greater proportion of life in the U.S. seems to be a healthful influence in reducing smoking among Chinese American men but appears to have an unhealthy influence in increasing smoking tendencies among Chinese American women.

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Nyet to Smoking! Using Culturally Appropriate Approaches with Russian Speakers

July 2000–present

Linette Escobar, MA
Sunset Russian Tobacco Education Project

Introduction/Objective: Imagine you lived under the Soviet system where smoking was the norm and have now immigrated to San

Francisco for greater freedoms. You see a sign asking you to report neighbors to the State who aren't complying with tobacco laws. A tobacco education "campaign" asks you to sign a "pledge" sheet. By using strategies and words reminiscent of the Soviet era, these proven public health strategies could alienate these Russian-speakers. At the end of the presentation, attendees will be able to describe at least two cultural issues around tobacco impacting the Russian-speaking population of San Francisco and list at least two strategies for approaching refugee or immigrant communities that have had little tobacco education in a culturally competent manner.

Methods: Because there had been no groundwork in this community, we needed to "re-interpret" our workplan to make it culturally appropriate to this population. We stepped back and assessed the community; planned our strategies through key informants, focus groups, an advisory board, and a literature review; and hired staff from the target population.

Results: With this approach, we learned best approaches for this community, established connections, and, based on this, decided to implement culturally and linguistically appropriate community awareness campaigns and educational workshops.

Conclusions: We will explain how we reached this population, designed our program from a new angle, and implemented a media campaign and educational and cessation workshops. The key points of what worked, what didn't, and our approaches will be illustrated by using our project as a case study. Participants will gain knowledge about the unique perspective of this specific immigrant population and learn methods for approaching communities that have had limited tobacco awareness. Advocates working in ethnic communities or cessation will be able to use our program and lessons learned as a model for their work.



Identifying Health Disparities

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The Changing Face of In-Store Tobacco Advertising and Promotions

July 2003–December 2004

Leif D. Ozier, BA
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New Americans Against Tobacco

Introduction and Objective: In an effort to reduce in-store tobacco advertising and promotions in ethnic stores, Catholic Charities Diocese of San Diego, New Americans Against Tobacco (NAAT), initiated a merchant education and media campaign. These businesses cater to the needs of immigrant populations by providing goods and services that are not offered or not readily available in mainstream retail outlets. Most of these ethnic businesses are owned and managed by individuals who are themselves immigrants. This unique immigrant population is not familiar with the benefits of adopting policies that reduce in-store tobacco advertising or the major role they play in protecting customers, especially youth, from the harmful effects of tobacco advertising and promotions.

The challenges NAAT faced were increased by the adaptation tactics used by the tobacco industry (on more than one occasion while conducting a site visit, NAAT encountered tobacco industry reps conducting counter anti-tobacco intervention outreach). NAAT discovered that its normal methods and measures needed to be modified to accommodate these industry changes and to reach the challenging immigrant population.

Methods: A total of 191 small markets, convenience stores, and liquor stores were surveyed to assess their extent of tobacco advertising. Advertising levels were measured in

terms of the number of tobacco signs (interior and exterior), the placement of tobacco advertisements, the number of tobacco promotional items (clocks, display racks, floor mats, etc.) and the total percentage of window coverage by tobacco ads. Based on the evaluation, stores were rated as having low, medium, or high levels of tobacco advertising. Merchants whose establishments were rated as medium or high were given education presentations on the benefits of reducing their tobacco ads.

Results: Initial results indicated that a significant number of the businesses had high or medium levels of interior tobacco advertising and promotions (49.2% or 94 out of 191). Following six months of educational interventions, two major achievements were documented: (1) there was a 22.4% decrease in interior advertising and promotions for businesses that were originally rated medium or high (down to 26.8% or 51 out of 190), and (2) several store owners whose store were initially rated as high were successfully recruited into our anti-tobacco efforts.

Conclusion: The intervention method chosen was successful in reducing interior tobacco advertising and promotions in the target areas but not without challenges and needed modifications. Other components of the intervention included assembling a community advisory committee, initiating a letter writing campaign, conducting multiple site visits, conducting a media campaign, coordination with other anti-tobacco agencies, and collaborating with identified community leaders/business owners.

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Identifying Health Disparities

Rural Factors in Tobacco Control Policy: It's Wild

2002–2005

Nancy Mahannah
Mono County Health and Human Services

Introduction: *Rural Healthy People 2010* has ranked tobacco as the leading “actual cause of death” in the United States. The report states that rural adolescents and adults are more likely than their urban counterparts to smoke. Moreover, introduction of smoking restrictions aimed at protecting workers and the public from secondhand smoke has been found to support decreases in tobacco use. Therefore an increase in tobacco control policy in rural environments may be a viable strategy to decrease rural tobacco use and increase protection of rural populations from secondhand smoke. By identifying elements of tobacco control unique to rural areas, a first step has been taken to describe effective methods of addressing rural tobacco control policy advocacy.

Objectives:

- 1) Identify current community factors that indicate readiness for change, existing opportunities, and where opportunities can be created.
- 2) Describe how the following factors contribute to rural community change: building relationships, collecting local data, media, and youth involvement.

Methods: Interviews were conducted with 14 rural tobacco control program directors, each with greater than three years experience in rural tobacco control. The sample of nine rural California county program directors and five rural program directors from other states was identified from referrals for technical assistance and referrals from the Centers for Disease Control and Prevention. In telephone interviews, program directors were asked, “What knowledge makes the greatest impact in rural tobacco control?” were asked to provide specific examples of how this knowledge had

made a difference, and lastly were asked, “What is most important to communicate to others regarding rural tobacco control?” The qualitative method of constant comparison was used to analyze data.

Results: The following domains emerged:

- collecting local data, using local media
- developing a political power base
- awareness of progress and change
- acknowledging rural cultural characteristics
- adequate tobacco control program staffing
- involving local youth

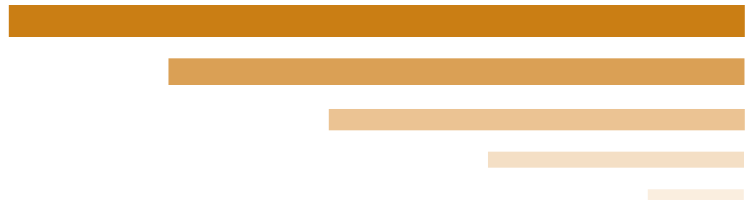
Conclusion: Specific characteristics inherent in rural environments can be used to advance both legislated and voluntary tobacco control policy.

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Reducing Secondhand Smoke





Reducing Secondhand Smoke

American Indian Casino Secondhand Smoke (SHS) Advocacy Guide

July 1, 2004–June 30, 2007

Raul Salazar

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California Rural Indian Health Board, Inc.

Liz Lara O'Rourke

United Indian Health Services

Community Health Department

Deborah Sanchez

Los Angeles City Attorney's Office

Kathleen Jack

Four Winds of Indian Education, Inc.

American Indian Tobacco Education Partnership (AITEP)

John E. Straus II

Valley View Casino

Introduction/Objective: Attendees will be able to implement a cooperative and comprehensive SHS policy campaign working with American Indian gaming facilities and tribal governments. Utilizing the *Smoke-Free Casino Advocacy Guide*, participants will be trained in fundamentals of initiating and maintaining a cooperative professional relationship with American Indian communities, tribal governments, and casino management.

Methods: American Indian tribes are sovereign nations and are not subject to state laws on indoor smoking. Some tribal governments and casino managers believe that restricting smoking in casinos would have a negative economic impact. The advocacy guide contains AITEP's casino campaign history, fact sheet on American Indian sovereignty, sample letters to tribal governments and casino management, survey instruments, and a summary report. The advocacy guide is a comprehensive model for surveying staff and guests satisfaction; the results capture the economic impacts of secondhand smoke (SHS) policies. Audiences for the guide are managers, staff, tribal health programs, and evaluators from the state and local level.

Results: AITEP's advocacy guide is supported by tribal governments/health programs, casino managers, and the California Department of Health Services. There is strong support among casino patrons and staff for improved SHS policies. In large urban casinos, more than 80% of patrons reported that they would play at least as often in smoke-free rooms, and more than 80% of the staff reported that they would prefer to work in a smoke-free environment.

Conclusion: Through an overview of the advocacy guide, perspectives shared from an American Indian lawyer, and the trials and tribulations of two additional casino campaigns, participants will be able to identify the best way to initiate and implement a smoke-free casino campaign. The summary report is an effective tool that can be shared with tribes/casino management, to serve as evidence of the economic feasibility of strengthening clean air policies.

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Reducing Secondhand Smoke

Choice and the Three Es: Engage, Extend, and Educate Reducing Secondhand Smoke Exposure for 18–24-Year-Olds

July 2001–Present

Trey Scott

Amber Neilson

*CHOICE Humboldt Tobacco Project
Camp Fire USA*

Introduction: The goals of the CHOICE Humboldt Tobacco Project are to reduce secondhand smoke exposure and counter pro-tobacco influence among 18–24-year-olds in Humboldt County. Our campaign has focused on achieving these goals by promoting smoke-free policies, both on and off local college campuses; by promoting innovative educational activities that inform this population about the negative global impacts of the transnational tobacco industry on people, the environment, cultures, and public health; and by designating smoking areas at both the local community college (College of the Redwoods, a three-campus system spanning nearly 200 miles) and California State University (Humboldt State) campuses; in addition to local, community events attended by many non-campus-based 18–24-year-olds.

This presentation will profile the diverse methods required for achieving policy change centered on the three Es: **Engage** the community into a discovery phase of why policy change is affective for supporting community health, **Extend** outreach with all parties involved or impacted by the change in order to create sustained momentum towards the change, and **Educate** all parties involved in policy change and adoption.

Methods: CHOICE is working both on- and off-campus to establish smoke-free policies in Humboldt County. As a means of promoting policy change in our community, CHOICE disseminates information on issues surrounding transnational tobacco through a variety of venues and mediums to educate community

members about the issues of secondhand smoke exposure. We are also major contributors and participants in our local Tobacco Education Network (TEN). On the HSU campus, CHOICE has been working with the health educator and HSU Alcohol and Drug Abuse Prevention Team (ADAPT), administration, Associated Students, student interns, student advisory committees, focus groups, and campus-based media promoting a smoke-free policy. On the College of the Redwoods campuses, CHOICE has been working with Associated Students (ASCR), system-wide administration, faculty, student interns, focus groups, and student advisory committees collaboratively implementing a tobacco-free policy. In order to reach 18–24-year-olds off-campus, CHOICE has been educating local festival organizers whose events cater to the young-adult demographic about the benefits of creating non-smoking policies.

Results: Fall 2004 and Spring 2005, both campuses introduced new smoke-free policies for their campus environment. The success of achieving policy change on both these campuses was the result of extensive application of the three Es. In addition, as a result of educating local festival organizers on the negative impacts of secondhand smoke, five venues frequented by 18–24-year-olds have implemented new, smoke-free policies.

Conclusions: Throughout the course of our project, we have discovered that policy change and cultures for campuses and event producers vary extensively. By focusing on the three principles of Engage, Extend, and Educate, these variances can be met with specific strategic responses that meet the specific needs of each culture.

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Reducing Secondhand Smoke

The Evolution of Not in Mama's Kitchen (NIMK) Secondhand Smoke Campaign

July 2001–June 2004

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California Black Health Network
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LPC Consulting Associates
Sacramento County

Introduction/Objective: Although Californians have done well to protect their families from secondhand smoke in homes and cars, African Americans are least protected, with only 77% having a complete ban in their homes. The Not In Mama's Kitchen (NIMK) Secondhand Smoke Campaign, originally established in the late 1990s by the African American Tobacco Education Network, evolved from a grassroots community campaign to a statewide media campaign and then to a combination of both. The challenge was to keep the program fresh, new, and exciting with the same goal—reducing secondhand smoke exposure.

Methods: Educational campaigns were conducted to increase awareness about the hazards of exposure to secondhand smoke through peer educators in 1998–1999, through a statewide media campaign in 2002, and through local community activists in 2003–2004. Campaign components included the following:

- 1) the development of each of the three campaigns by advisory members
- 2) material and promotional item development, which included artwork for name recognition, a pledge card and form, a poster, a recipe card, an educational cookbook, a community tool kit, print ads, and press releases
- 3) the implementation of each of the intervention strategies
- 4) an assessment of the campaigns

Results: The pledge was signed by 3400 people. From 2002 to 2004, there was a 32% increase in awareness of the dangers of

secondhand smoke among participants, with 90% and 96% maintaining smoke-free homes and cars after one–two years, respectively.

Conclusions: The campaign achieved overall success in making an impact on participants, had a high response rate after follow-up, and had staying power and name recognition.

Program Evaluation Description: The evaluation of the NIMK campaign was process and outcome based. A case study was written that summarized the campaign intervention activities and the outcome of the overall objective in the four selected communities in California.

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Reducing Secondhand Smoke Exposure among 18–24-Year-Olds

July, 2001–June, 2005

Susan Henkin-Haas, MA
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San Mateo County
Tobacco Prevention Program

Introduction/Objective: The Young Adult Community Action Project succeeded in reducing exposure to secondhand smoke among young adults 18–24 years old, not in college, living in southern San Mateo County. This hard-to-reach population has the highest smoking rates in the country.

Objective: By June 30, 2005, among young adults 18–24 years old in southern San Mateo County, the number who report that they are exposed to smoking inside the home will decrease by 50% over the previously conducted baseline survey.



Reducing Secondhand Smoke

Methods: The evaluation consisted of pre- and post-intercept interviews, each with 600 young adults, and a series of case studies. The post survey was conducted after year three of a four-year project. The interventions were a combination of social marketing and grass roots advocacy techniques. Young adult advocates formed partnerships with parent organizations, childcare agencies, and churches. They made presentations and disseminated materials. They approached merchants, restaurant operators, employers (especially small businesses), and apartment managers to ask for voluntary policies to reduce SHS exposure. They conducted a direct mail campaign.

Focus groups were held to create a unified theme and educational message for advocacy efforts. Social marketing materials (posters, counter cards, pamphlets, clings, plastic bags, napkins, newspaper ads, and folders) showed a small child holding a no-smoking sign with the headline, "It's Our Air Too." All materials used the same image and emphasized the negative consequences of secondhand smoke to children.

Results: The results showed a 42.9% decrease in exposure to secondhand smoke inside the home. There was a 39.3% decrease in daily exposure to secondhand smoke and a 15.4% decrease in weekly exposure. Smoking rates among survey respondents dropped only about 7% during the project period. Advocates also convinced dozens of apartments, cafes, markets, and other establishments to adopt policies restricting SHS exposure and to educate their customers about secondhand smoke.

Conclusions: A combination of social marketing techniques and varied advocacy strategies reached young adults where they live, work, and play. Different project activities exposed young adults to secondhand smoke messages repeatedly from various sources, including local people they trusted. The right message delivered the right way persuaded many young adults to cut down smoking at home.

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Obtaining 70 to 100 Percent Compliance of *LC 6404.5* in Bars and Restaurants within Yuba County

July 2001–June 2004

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Yuba County Local Lead Agency, Yuba County
Dr. Ane McDonald, PhD
Interface Assistance
Project Development & Evaluation

Introduction/Objective: In December 2000, the Tobacco Education Program staff made a series of unannounced *Labor Code 6405.5* compliance visits to the population of 34 bars and bar-restaurants in Yuba County. All but one of these was out of compliance. A series of interviews with bar owners and managers indicated that unless enforcement was substantially increased in a fair and evenhanded manner, compliance would continue to be a problem. A concurrent survey of 400 local residents concluded that bar patrons agreed that the current enforcement program was ineffective. The Program staff were determined to improve the effectiveness of the enforcement of the Smoke-Free Bars regulation from 0% to 75% at stand-alone bars and from 33% to 100% at bar-restaurant combinations.

The original plan was to conduct two compliance visits per year at each of these establishments, provide training to law enforcement on the importance of enforcement, and offer educational meetings and materials to bar owners on the consequences of failure to comply. These activities are the standard set of bar compliance efforts promoted by TCS and its LLAs across the state.



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Methods: The staff began conducting compliance visits and prepared educational materials and training presentations for law enforcement and bar owners and managers. Working with the Yuba County Board of Supervisors, program manager Jeanne Mills obtained permission and a small amount of funding to hire a part-time tobacco compliance officer. Two retired local law enforcement officers were hired to conduct compliance visits, and one of these, Peggy Reichardt, has remained with the program through the grant period.

The officer conducts compliance visits under the TCS grant funding, and in a creative and very important departure from the standard practice, issues Citizen Citations to bars that are found to be out of compliance. County funding is used to pay the officer while she issues citations. The threat of these citations has been central in raising the rate of compliance with *LCS 6405.5* in Yuba County bars from 0% in 2000 to 100% in 2004.

Results: The evaluation of the project included compliance checks, which were combined with educational interventions as needed. An innovative method of conducting these checks was used here with great success. The project activities resulted in an astonishing increase in compliance from 0% to 100% for local bars, and 33% to 100% for combination bar/restaurants.

Conclusions: The Smoke-Free Bars program has been very successful in reducing the exposure of non-smokers to second-hand smoke in Yuba County. The compliance officer has been the key to this remarkable success. It is the hope of Yuba County Tobacco Education Program that this successful project serves as a model for rural Smoke-Free Bar compliance efforts across the state.

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Smoke-Free Multiple Housing Units Success and Experience Encountered by the Project

July 2002–November 20

Ali Yagana

*Catholic Charities, Diocese of San Diego
New Americans Against Tobacco*

Introduction/Objective: To get a minimum of four property management companies and/or owners of multiple housing complexes representing 1000–1500 various communities in San Diego County to adopt new smoke-free policies and practices for their complexes. These policies would create smoke-free common areas in the housing complexes they own and operate.

Methods: Staff from the Catholic Charities Diocese of San Diego, New Americans Against Tobacco project (NAAT), attempted to meet with four property management companies or owners of multi-unit housing complexes. The purpose of these meetings was to conduct education presentations on the merits of designating parts or all of the multifamily buildings smoke-free and restricting smoking in common areas. If the management companies representatives or owners were not available, NAAT staff met directly with apartment managers. Educational materials on the benefits of instituting smoke-free policies were distributed for complex managers and residents.

Results: Over one and a half years, 12 representatives of management companies (representing over 1000 apartments and condominiums) have been visited and educated on the advantages of designating all or some portion of their housing complexes smoke free. Specifically, presentations to property managers and a management consultant for a homeowners association led to the following outcomes:

- A condo complex comprised of 60 units led to the formation of a policy that all common areas in the complex become smoke free by December of 2003.



Reducing Secondhand Smoke

- A property management company that oversees 10 apartment complexes agreed to phase in new smoke-free policies. Common areas of their 10 apartment complexes are now smoke-free, and many of them have no-smoking clauses included in their housing rules.
- Over 20 managers of residential complexes now post no-smoking signs in their complexes.
- A representative of an additional management company managing 130 complexes comprising 5000 dwellings asked for concrete empirical evidence on the consequences of adopting new smoke-free policies. The individual was given summaries of studies indicating that initiating such policies are good for landlords/owners and desired by the residents.

Conclusions: Management companies and owners of multifamily buildings need more empirical evidence to persuade them that designating their buildings smoke-free will not result in financial losses from increases in vacancy rates or decreases in the size of their rental pools. Education strategies should highlight case studies that emphasize the positive experiences of management companies that have already established smoke-free policies in their establishments. Since different property managers have different experiences and view that may influence their decisions, educational campaigns need to be pursued with patience, perseverance, and flexibility.

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A City Policy Restricting Smoking in Affordable Housing

July 2001–September 2004

Nan Waltman, MPH
Esther Schiller, BA
Lisabeth M. Schiller, MRP

Introduction/Objective: The Ventura County LLA's 2001–2004 objective was to produce at least one city/county policy regulating tobacco smoke in apartment buildings, in collaboration with The Smokefree Apartment House Registry/Smokefree Air For Everyone (SAFE). In September 2004, after a three-year campaign by local advocates, Thousand Oaks passed, by a five-zero council vote, a policy requiring that one-third of new multi-unit affordable housing funded by the city be nonsmoking. This is the first city policy in California (and perhaps the nation) to do this.

Methods: Evaluation was conducted as a case study. Process data collected included documents relating to events in the campaign and coalition activities; public opinion and prevalence surveys; issue fact sheets; and public records (staff memos, the policy resolution, and legal documents provided by city staff). In addition, nine key informants were interviewed. The process data were analyzed to detect major events in the campaign, facilitating factors, and barriers to the policy adoption, and how these were overcome.

Results: Among the facilitating factors in the campaign were the expansion of the coalition, a public opinion (intercept) survey conducted locally, an MSA-funded Ventura County prevalence survey, identification of an advocate on the council, and an assistant city manager who (under council direction) negotiated a compromise among opposing parties and secured two major legal opinions. Significant barriers encountered and overcome included the city council's fear of litigation (reduced by the legal opinions requested by the council) and the advocates' limited knowledge of affordable housing development. Barriers not overcome



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but minimized over time included the strident opposition of the executive director of the Area Housing Authority and a general perception of “smokers’ rights” vs. an understanding of the importance of the need to protect apartment dwellers and the appropriateness of restricting smoking in society’s most sacrosanct area—the home.

Conclusions: Advocates had to find or cultivate at least one elected official as an advocate. The two legal opinions obtained were a key piece and will be useful to advocates elsewhere in California. Nonprofit affordable housing providers can be both opponents and advocates (and can change); affordable housing has many regulations already, and cities have a direct role in funding it. “Reframing” this new issue was essential for both policymakers and the public versus the powerful mythology of “the sanctity of the home” and “smokers’ rights.” Advocates needed to emphasize the need for equity/fairness to nonsmokers (since almost all apartment buildings are now “smoking-permitted”), that no smoker would be asked to leave his/her home, and that the focus was on housing to be constructed or rehabilitated (a next step could be phasing in existing buildings smoke free as smokers move out).

It was useful to compare the issue with hotels, where visitors can request smoking and nonsmoking rooms; to emphasize that the separation is of “smoking and nonsmoking units,” not of “smokers and nonsmokers,” since a smoker (especially if living with others) may choose to live in a nonsmoking unit. Smoking in immediate outdoor areas (entrances, balconies) needed to be addressed as well.

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Reduce Exposure to Secondhand Smoke in Tot Lots

July 2002–June 2003

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Shannon Sellinger

Vista Community Clinic

Introduction/Objective: The Smoke-Free Lifestyles project was a community education initiative designed to counter pro-tobacco influences in the community, reduce exposure to environmental tobacco smoke, and increase the number of smoke-free public spaces. A primary goal was for the cities of Oceanside and Vista to pass an ordinance prohibiting tobacco use at and within 50 feet of tot lots in city parks.

Methods: Project staff developed three assessment tools to evaluate public awareness of the hazards of exposure to secondhand smoke and knowledge of the existing state tot lot law and to identify issues of smoking in city parks. Baseline key opinion surveys were collected from Oceanside and Vista leaders and key informant interviews/surveys were conducted at parks and tot lots in the target cities. Staff also conducted site observations to determine levels of smoking in or near park tot lots in the target cities.

A coalition of local residents was organized to develop a strategic plan and guide the public education and policy activities of the project. Educational interventions included the development and distribution of a project brochure, information kit, and video which were distributed throughout the two cities at public events, to family based organizations, and during presentations to key leaders and community groups. Policy interventions included a postcard campaign, meetings with key leaders, and media activities.

Results: Results from the key informant interviews constitute the primary analysis group for this report and were instrumental in convincing the cities of Oceanside and Vista in



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passing ordinances mandating a 50-foot no-smoking zone around tot lots in those cities. Data collected through the 205 key informant interviews at 18 community parks showed that the vast majority, 83.4% (n=171), of those interviewed did not know of the current state tot lot law. However, 96.6% (n=198) of respondents believed that reducing secondhand smoke at tot lots was important, and 91.2% (n=187) believed that playgrounds and tot lots should be free of tobacco litter. An equal proportion, 91.2% (n=187), supported increasing the restricted distance from the 25-foot state requirement to the proposed 50 feet. Nearly everyone surveyed believed that secondhand smoke causes negative or harmful effects to themselves (98% n=201), as well as to children (97.1% n=199). Nearly half of the respondents, 49.8% (n=102), said there was a problem with youth using the park as a place to smoke.

Conclusions: The intervention in both cities was successful and resulted in the passage of ordinances which will further protect children from exposure to secondhand smoke in tot lots in the cities of Vista and Oceanside.

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Youth Kick Butts Out of City Parks

July 1, 2003–June 30, 2005

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(SJVHC) Fresno County
Vickie Krenz, Ph.D, MSPH
California State University, Fresno

Introduction/Objective: Within the priority area of reducing exposure to secondhand smoke, our objective was the following: at least

one city in Fresno County will adopt a smoke-free policy (with or without designated smoking areas) for specific outdoor recreational facilities, such as fairgrounds, parks, etc. Cigarette smoking was commonplace in our Fresno city parks, which are frequented by families with infants, children, and teens. Also, many recreational and entertainment events in our parks draw diverse elements of our population. Our advisory board of young adults consistently identified the city parks as a frequent site of recreational activities for them, including leisure and sporting events.

Methods: Our comprehensive approach included youth and young adult coalition building, collaboration, advocacy, public opinion surveys, media, health education, and policy adoption and implementation.

Results: Youth and young adults initiated a local park cleanup as part of a mini-grant funded by the SJVHC. Five hundred youth collected bags of garbage from which they extracted 4500+ cigarette butts. Three TV stations covered the cleanup. The Fresno City Council member attending the cleanup agreed to champion the youth-led initiative to ban tobacco use from all Fresno city parks. Youth took their bag of butts to the city council meeting, testified about their findings, and advocated for a tobacco-free parks ordinance. Council members voted six to one in favor of support of the ordinance. The council directed the city attorney to draft a tobacco-free parks ordinance based on the sample the youth submitted. The parks director is now posting signage in all city parks. Both the Fresno police department and parks staff can enforce the city ordinance.

Conclusions: Youth and young adult advocates have great power to influence public policy when coupled with media coverage and emotionally charged visuals, such as a huge bag of discarded, stinking cigarette butts. Collaborative efforts are more effective when they involve youth. Park personnel and law enforcement can be allies. Council members are politicians and sincere youth with a public message are difficult for them to ignore.



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A case study will be used as the evaluation tool to capture various components of this project.

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Youth Coalition Conducts Campaign to Decrease Secondhand Smoke Exposure in Outdoor Entertainment Venues of Orange County

January 2002–February 2005

Barbara Brashear, MPH
Anabel Garcia, MPH
Sherryl Ramos, CHES
Kristy Nguyen, CHES
Tiffany Vong, BS
County of Orange Health Care Agency
Tobacco Use Prevention Program

Introduction/Objective: “Back That Ash Up!” Youth Coalition of Orange County is conducting a campaign targeting outdoor entertainment venues to adopt policies creating designated smoking sections to reduce secondhand smoke exposure.

Methods: “Back That Ash Up!” Youth Coalition has implemented merchant and community intercept surveys, petition-signing, and letter-writing campaigns to assess support for smoke-free policies at three major outdoor venues: Downtown Disney, The Block at Orange, and the Irvine Spectrum. The community surveys have been administered to adults, youth, and young adults, ages 18–24. Including youth and young adults among the survey respondents has been an integral component of the campaign because they are financial supporters of the three venues. Youth and young adults are mall patrons who spend their free time and money at these locations, and their opinions regarding secondhand smoke exposure can be influential to the project’s success. Survey results, petitions, and letters have encouraged key stakeholders to

adopt designated smoking sections that would benefit the majority of non-smokers in Orange County. The results of the surveys have been disseminated through the three outdoor venues with the support of the Tobacco Use Prevention Adult Coalition of Orange County. Partnering with other organizations in Orange County to achieve success has also enabled the Youth Coalition members to engage in community capacity building. Some organizations with whom the youth have collaborated are Orange County Friday Night Live Partnership, Earth Resource Foundation, and Red Ribbon Program. Due to the current support of smoke-free beaches, the youth have modified their campaign to encourage designated smoking sections in outdoor dining areas.

Results: The management at the Irvine Spectrum removed ash urns located next to two amusement attractions to reduce the presence of smoking and exposure to secondhand smoke for the benefit of their patrons. Diane Disney Miller, daughter of Walt Disney, responded to letters sent by the Youth Coalition members asking her to support a smoke-free Downtown Disney. She called the chairperson of the Tobacco Use Prevention Adult Coalition to say she had received the letters from the Youth Coalition members. Diane Disney Miller complimented the youth’s efforts and expressed her support for their campaign.

Conclusions: Policy change to limit smoking in outdoor venues is an effective strategy to reduce secondhand smoke exposure. Mobilizing a youth coalition with Orange County volunteers is an innovative way to garner buy-in and support from the community for such policy changes and a means to empower young people to lead the way for reducing exposure to tobacco smoke.

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Reducing Secondhand Smoke

The Case of San Bernadino and Smoke-Free Doorways

July 2001–June 2004

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Kay Adkins, MPH

Tobacco Use Reduction Now Program (TURN)

San Bernardino County

Public Health Department

Veronica Acosta-Deprez, PhD

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California State University, Long Beach

Introduction: Based on San Bernardino City and County employee complaints of secondhand tobacco smoke at doorways and entrances in their workplace, San Bernardino County Department of Public Health TURN Program staff successfully implemented health education and health promotion activities to develop, adopt, and enforce no smoking policies within 15 feet of entrances and doorways.

Methods: An observational survey was developed to investigate the smoking behavior at doorways of government owned buildings prior to the policy initiative and after the policy adoption. The initial survey found evidence of smoking in doorways of public buildings. Ten local tobacco ordinances were reviewed. There was no evidence or reference in them that dealt with doorway secondhand smoke. Sample ordinances with recommendations for strengthening policy stronger than state law were drafted. Intervention activities addressed the effects of secondhand tobacco smoke and the benefits of tobacco-free doorways. Interventions included community and employee collaboration and mobilization, provisions for promotions and incentives, policy maker education, the development of educational materials and comprehensive media campaigns, policy adoption, and policy evaluation. Upon policy adoption, interviews were conducted with 20 key informants in order to validate the stages of policy development.

Results: System and schematic changes occurred through the efforts of TURN staff and through the actions undertaken by the community. In April 2002, the city of San Bernardino adopted a policy that prohibits smoking within 25 feet of each entrance of all city-owned building including balconies, stairwells, and landings (including those open to the air). The survey conducted after the adoption of the policy showed that the city had taken steps to prohibit smoking at doorways and that compliance was high. Through these efforts, San Bernardino County ultimately adopted an ordinance stronger than state law. TURN has been contacted by private businesses desiring tobacco-free doorway policies.

Conclusion: Health educators are catalysts for change by providing essential technical assistance and support to motivate decision makers to take required steps to move the policy process toward final adoption. Engaging communities in collaboration with the health department, utilizing mass media, educating policy makers about tobacco issues, working towards policy change, and conducting intervention activities are imperative.

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Reducing Secondhand Smoke

Reducing Secondhand Smoke in California American Indian Casinos

July 2000–December 2004

Kathleen R.G. Jack, BS

Jeanne Leigh Burcell, BS (May 2005)

Four Winds of Indian Education

MINTE Tobacco Project

Butte County

2345 Fair Street

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Introduction/Objective: By June 30, 2005, a minimum of three American Indian casinos in Butte, Colusa, or Lake Counties will adopt an organizational policy that addresses secondhand smoke, such as but not limited to 70% nonsmoking/30% smoking, smoke-free facility, or designating new facilities added on to be smoke-free. Based on this objective, evaluation and activities were designed to gather data on attitudes towards secondhand smoke exposure, develop policies, and evaluate implementation of policies in order to increase the number of policies that address secondhand smoke exposure in areas that are exempt from California state smoking regulation AB13.

Methods: Utilizing a quasi-experimental evaluation design, the secondhand smoke (SHS), casino employee, tribal council member key informant interview, and casino patron surveys were all participant self-administered with all responses self-reported. In addition, staff completed visual surveys of selected casinos (Feather Falls Casino, Robinson Rancheria Casino, Gold Country Casino, and the Colusa Casino) in the MINTE service area.

Results:

- Key informant interviews indicate that sovereignty and economic concerns are key issues when addressing secondhand smoke policy development in Indian casinos.
- 66% of the community respondents to the casino patron survey want smoke-free casinos and 21% of the respondents indicated that

they did not care either way, which indicates that 87% of the respondents either desire a smoke-free environment or would not be adverse to it being smoke free.

- Of those who indicated that they were regular casino patrons, 69% want smoke-free casinos, with 15% indicating that they did not care either way. This indicates that 84% of the casino patrons either desire a smoke-free environment or would not be adverse to it being smoke free.
- Visual surveys indicate that all casinos reviewed have smoke-free restaurants. The casinos all offer nonsmoking sections; the majority do not have an actual solid wall with door to separate from the main floor of the casino or a separate ventilation system.

Conclusion: Acknowledging economic concerns around casinos having smoke-free policies need to be furthered explored, with a sharing of experiences from those who have implemented policies. Difference between general California businesses and Indian tribes is that the smoke-free law established a level playing field. As sovereign nations, tribes individually implement policies—this is not a level playing field. Casino patrons are interested in reducing their exposure to secondhand smoke; this information is valuable to share with the tribes, as this in part addresses their economic concerns.

Presenting Author: Kathleen Jack, BS

Four Winds of Indian Education

Butte County

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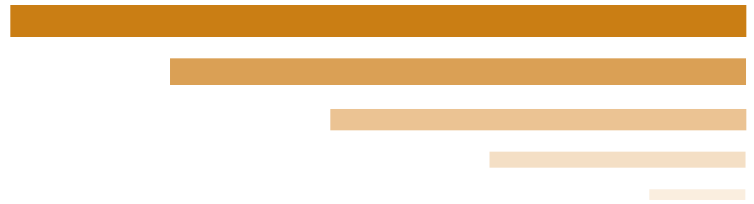
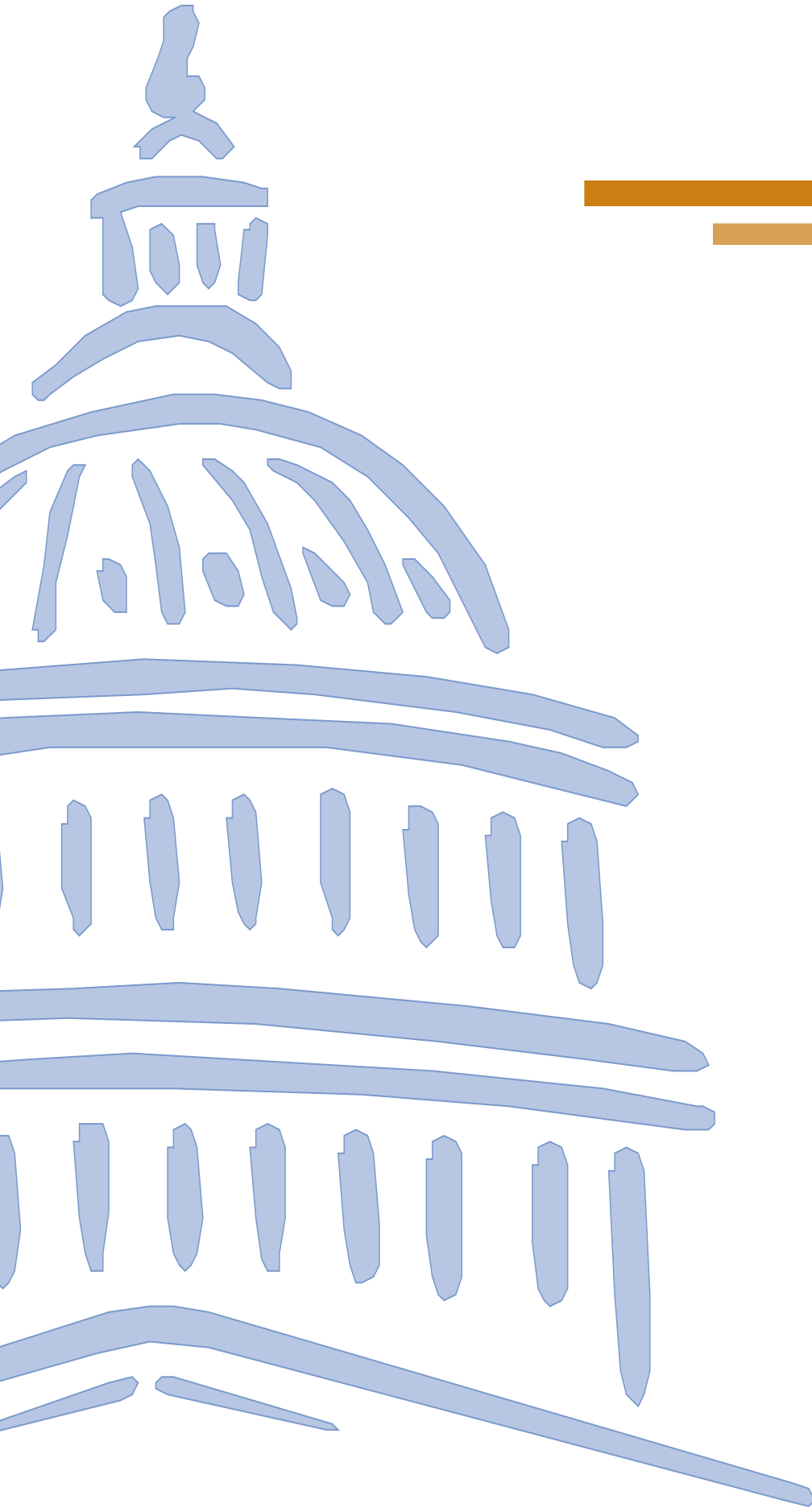
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Youth



Enforcement of Youth Tobacco Access and Secondhand Smoke Laws

November 2003–June 2004

Todd Rogers, PhD

Ellen C. Feighery, RN, MS

Harry H. Haladjian, BA

Public Health Institute, Alameda County

Introduction/Objective: Without effective law enforcement, even the best tobacco control laws are inconsequential. This study was designed to assess the amount and type of enforcement of existing laws regulating youth access (YA) to tobacco products and nonsmoker exposure to secondhand smoke (SHS) throughout California in 2003–2004; investigate trends in enforcement activities among a subset of agencies monitored biennially since 1996; and, most importantly, identify predictors of agency enforcement of tobacco control laws.

Methods: Two separate written surveys were sent to relevant enforcement agencies in every California jurisdiction, one on enforcement of state YA laws, the other on enforcement of state SHS laws. Data were collected on enforcement agency actions and perceived barriers to and facilitators of enforcement activity. Valid responses were received from 269 of 361 YA enforcement agencies (75% response rate), and from 237 of 426 SHS enforcement agencies (56% response rate). Multiple logistic regression analyses were used to identify independent predictors of enforcement agency actions.

Results: Significant predictors of high-level YA enforcement actions were collaboration with other groups on enforcing YA policies, training for local enforcement, and receipt of funding for local enforcement. Perceptions about the importance of SHS laws, the seriousness of the SHS problem, and collaboration with other groups each predicted whether an agency actively enforced SHS laws.

Conclusions: These findings confirm the importance of providing ongoing support to law enforcement agencies by local health departments and tobacco control coalitions.

Local tobacco control advocates can help by (a) raising the salience of tobacco law enforcement, (b) training agencies in effective enforcement techniques, and (c) facilitating collaboration among relevant community groups.

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Map It: Using Geographic Information System (GIS) Mapping in Tobacco Control

July 2002–April 2004

Donna R. Newton

Carlene E. Henriques, CHES

In The Zone Tobacco-Free Project

Helen Hopp Marshak, PhD

**Loma Linda University, School of Public Health
Department of Health Promotion and Education**

Learning Objective: At the end of the presentation, attendees will be able to explain the process for utilizing GIS (Geographic Information Systems) mapping for youth tobacco purchase survey data and how GIS mapping can contribute to advocacy activities within a community.

Problem: Prior to 2004, the City of Corona, California (located in Southern California, population of 141,000), did not know how many tobacco retail locations existed within the city. Previous youth tobacco purchase survey data showed sales to minors rates of 30%. Even after implementation of merchant education and media coverage, these rates did not decrease. Identifying tobacco retailers and their locations using GIS may help to increase awareness of this problem.

Methods: In The Zone Tobacco-Free Project staff and youth and young adult volunteers identified all tobacco retailers in the City of



Corona through site visits and telephone surveys. Then youth attempt-to-purchase tobacco surveys were conducted in a convenient sample of tobacco retail locations. These data were placed into the GIS mapping software, along with the locations of parks and schools. Maps showing the types of stores, rates of sales, location, and density were developed, and the data presented to the chamber of commerce, city manager, and city council.

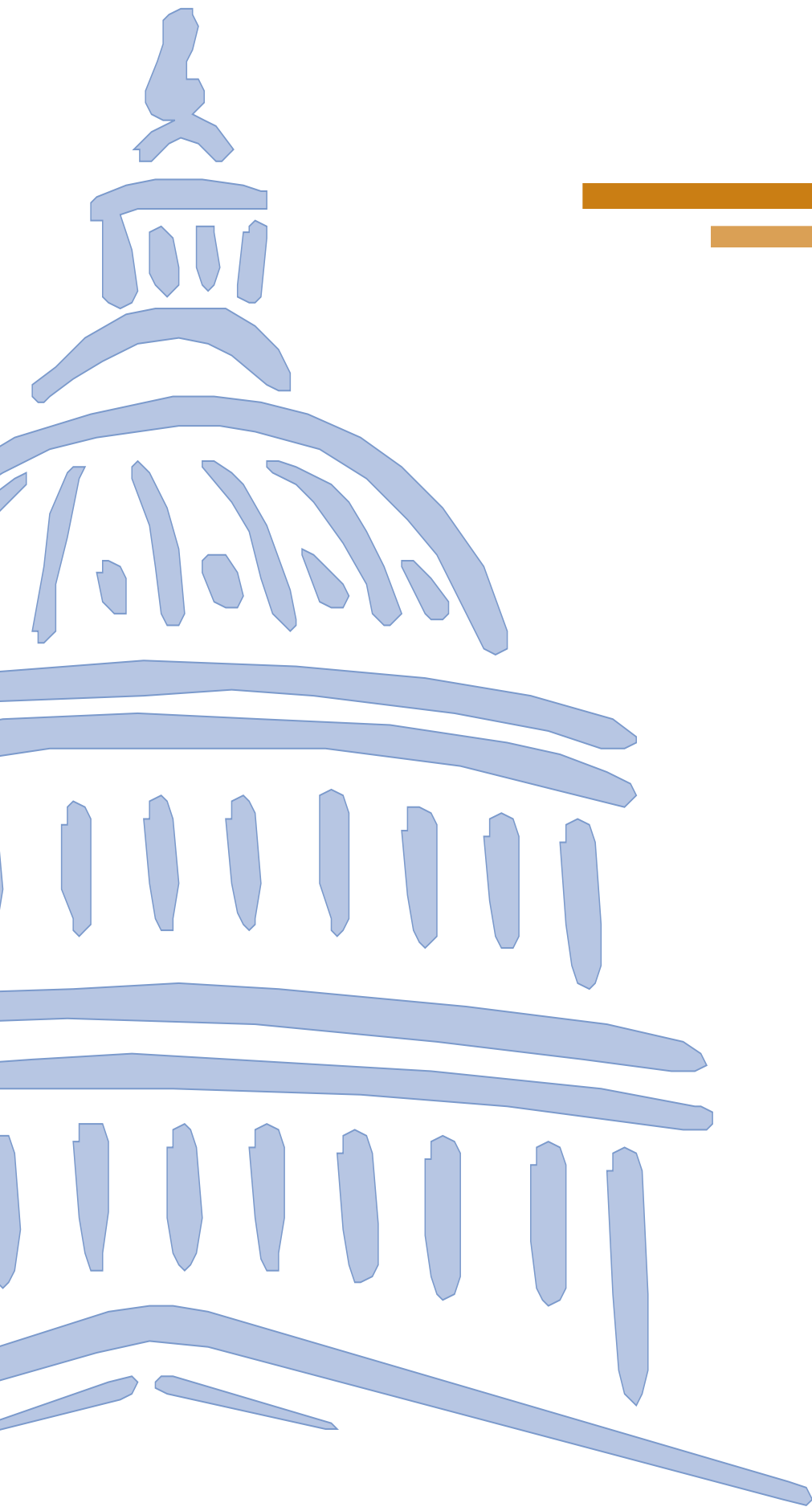
Results: The city council reviewed the data and is considering adoption of a local tobacco retail ordinance for the City of Corona in an effort to reduce the illegal sales rate of tobacco to minors. (We anticipate the adoption of an ordinance prior to the Project Directors' Meeting in April 2005)

Conclusion: This use of GIS mapping allowed the city council and the general public to visualize the data, to see the location and type of stores willing to sell tobacco to minors in relationship to where youth “hang out,” consider the density of tobacco retail establishments within the city, and which areas of the city might have repeated violators.

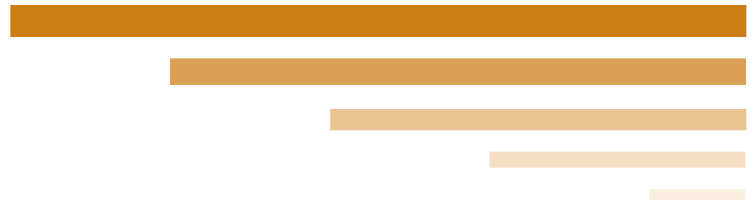
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Other



Education and Enforcement Strategies to Reduce Cigarette Litter

July 2004–April 2005

Marianne Brown, MPH
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Introduction: Given the significant reductions in tobacco use over the past decade, why are cigarette butts still the number one littered item? Aware of the hazards of secondhand smoke, Californians now step outside to smoke, but they're leaving their butts behind! San Diego has 357,000 smokers who consume almost five million cigarettes daily—yielding about 1.8 billion butts a year. Coastal Cleanup Days statewide consistently find cigarette butts to be the most littered item comprising about half of the items collected. Cigarettes rank among the leading sources of storm water pollution, leeching toxic chemical into waterways. Discarded butts are also unsightly and hazardous to small children and animals that sometimes ingest them.

Objective: By December 31, 2005, implement an education/enforcement campaign to increase compliance with the state law that prohibits motorists from tossing burning objects from vehicles, thereby reducing the number of *DMV Vehicle Code Section 23111* citations issued by the California Highway Patrol, Border Division, to San Diego motorists 20% below baseline.

Methods:

- Formed the Cigarette Litter Abatement Task Force, a 17-member subcommittee of the County of San Diego Tobacco Control Coalition
- Met for about six months to prepare a comprehensive strategic plan to reduce cigarette litter
- Contacted the California Highway Patrol and asked for help in controlling cigarette litter tossed from vehicles

- Created a press packet on the environmental and fire hazards of cigarette litter
- Held a joint press conference with the CHP and the San Diego Fire Department on October 14th, 2004, to announce the campaign (during fire season); 11 media outlets attended the event.
- Sponsored a one-week radio campaign promoting the county's 1-800-NO SMOKE hotline (100 15-second messages read live during traffic reports) that ran on 17 radio stations in the week immediately following the press conference

Results:

- In the first 60 days of the campaign, the county hotline received almost 2,000 calls! Initial call volume averaged 100 calls a day; two months later it had "dwindled" to 25 a day. Callers thanked the health department for finally doing something about these thoughtless smokers.
- The CHP began mailing warning letters to the vehicles' registered owners.
- The outcome of the campaign will be measured by comparing the number of *DMV 23111* citations issued by the San Diego CHP before (April–Sept 2004) and after (Oct 2004–Mar 2005) the kick-off press event.

Conclusions: An educational campaign combined with enforcement efforts will reduce illegal disposal of cigarette butts by smokers.

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